

RESTAURANT  
**FRANCHISING  
& INNOVATION**  
SUMMIT | 2025

MARCH 11-13 | MYRTLE BEACH



**SPONSOR PROSPECTUS**

[FRANCHISINGINNOVATION.COM](https://franchisinginnovation.com)



about the summit



## Elevate Your Brand at the Restaurant Franchising & Innovation Summit

Tired of the impersonal, generic trade show experience? Imagine a more intimate, focused gathering where restaurant executives actively seek out solutions. The Restaurant Franchising & Innovation Summit is more than just an event; it's a strategic platform to connect with industry leaders and drive tangible business results.

As a sponsor, you're not just a bystander. You're an integral part of the Summit, participating in interactive sessions, networking with key decision-makers, and building lasting relationships. This is your direct line to the people who can propel your brand forward.

Here's why the Summit stands out:

- **Targeted Audience:** Connect with real decision-makers shaping the future of the restaurant industry.
- **Engaged Interactions:** Go beyond passive booths and participate in dynamic discussions that lead to meaningful partnerships.
- **Unparalleled Access:** Network with influential executives from leading chains and emerging brands in a single, exclusive setting.
- **Amplified Impact:** Showcase your expertise and solutions in a high-value environment, maximizing your brand visibility and ROI.

Don't miss this opportunity to elevate your brand. Secure your sponsorship today and experience the power of the Restaurant Franchising & Innovation Summit.



FRANCHISINGINNOVATION.COM





# attendee profile

## Number of Restaurants Operated

1-5 Restaurants	16%
6-10 Restaurants	9%
11-30 Restaurants	17%
31-100 Restaurants	19%
101-300 Restaurants	11%
300+ Restaurants	12%
Not a Restaurant Operator	16%

## Business Type

Restaurant - Franchisor	54%
Restaurant Franchisee	10%
Restaurant Independent	20%
Other	16%

## Job Level

Founder / Owner / CEO / Other C-level	54%
Vice President	18%
Director	17%
Manager	4%
Other	7%

## Job Function

Executive Management	48%
Marketing	17%
Operations	11%
Franchise Development	10%
Finance / Accounting	3%
Human Resources	2%
Purchasing	2%
Other	7%

\*Restaurant Franchising & Innovation Summit 2024

RESTAURANT  
**FRANCHISING  
& INNOVATION**  
SUMMIT | 2025



FRANCHISINGINNOVATION.COM



# previous attendees



## What Attendees Are Saying...

"Arrival day was full of energy around connecting, having cool shared experiences, and meeting new people! The air was electric with lots of cross collaboration and introductions to new peers."

– Troy Hooper, Hot Palette America

"Such an awesome event! Thank you for everything. We are so thankful to have been there this week!!"

– Joey Connaughty, Mitchell Private Holdings LLC (Culver's franchisee)

"I thought the Summit was great! There was a ton of helpful information and great people to network with. The entertainment at Arrowhead was absolutely incredible, and it is so awesome that the Summit went that far with providing an experience like that!"

– Nate Mitchell, Mitchell Private Holdings LLC (Culver's franchisee)

"There was lots of great content throughout the program and some meaningful moments of connection for our team." – Chad Offerdahl, The Big Biscuit

"Had an incredible time in Kansas City for the Restaurant Franchising & Innovation Summit! Made some amazing new connections, heard from inspiring industry leaders, and even got to share some insights about our growing our catering business." – Jessica Leyva, Another Broken Egg Café

"Huge thanks to Cherryh Cansler and Restaurant Franchising & Innovation Summit for organizing another fun and amazing event."

– Charlotte Mindus, V Modern Italian - Fast Fine Restaurant Group

"This was an intimate show with very focused conversations filled with forward thinking topics from people who are in a growth mindset. In terms of content and connections this was one of the best shows I've ever been to! SO much value."

– David "Rev" Ciancio, Crazy Pita





# previous sponsors

## Platinum Level



## Gold Level



## Rose Gold Level



## Silver Level



## Bronze Level



## PREFIX SUPERORDER

## Associate Level



## What Sponsors Are Saying...

"Thank you Restaurant Franchising & Innovation Summit for a wonderful couple days in Kansas City filled with amazing speakers and great learnings! There are few industries so devoted to creating/driving wonderful guest experiences... count me impressed!" – **Kim Schraw, TouchTunes**

"It's been a great week at #RFISummit reconnecting with so many and having the opportunity to meet with the #restaurant industry's innovative leaders. Beekeeper was proud to sponsor this year's Restaurant Franchising & Innovation Summit!" – **Tyler Afflixio, Beekeeper.io**

"Thank you for hosting such a great event! And thanks to all for the learnings, discussions, and opportunities!" – **Don Schneider, Freezing Point**

"What an incredible event. It was an absolute pleasure being part of this summit and having the opportunity to speak about drive thru and signage in general. Sincere thanks to Cherryh Cansler and her team for organizing such an effective summit. Looking forward to Denver." – **Shoukou Shafiei, DSA Signage**

"Thank you Restaurant Franchising & Innovation Summit for an amazing time to connect! SMG - Service Management Group was honored to be a sponsor especially the Giveback Party! Looking forward to continuing the relationships built in KC!!" – **April Bush, SMG – Service Management Group**

"It was enlightening to engage with industry leaders and delve into the challenges they face, as well as their strategies for franchise success." – **Kelly Griffin, Square**

"We had a fantastic time in Kansas City for Restaurant Franchising & Innovation Summit learning from industry experts and the fastest growing brands on the latest trends in the restaurant space. All this information enables our team to understand how to best support our customers, to customize beverage programs that meet their needs and drive value above and beyond just being a beverage provider. Thanks for organizing a jam packed 3 days of fun, learning, and productive networking!"

– Allison Rook, PepsiCo



## What Sponsors Are Saying...

"Had a great time at the Restaurant Franchising & Innovation Summit last week in Kansas City! I feel lucky to have connected with so many new faces!"

– Connor Bowen, Pebbla

"This year's summit was great! So much good content and relevant topics to lead discussions. The agenda was fast moving but still had time for breaks and socializing. Definitely the best one this year so far!" – Marielle Kokos, Lineup.ai

"We were able to meet many key people. I appreciate the laid back format and the networking events." – Randy Jordan, Evocalize

"Lots of great speakers and content." – Michael Iannuzzi, Citrin Cooperman

"It was my first time attending this event, and it was incredibly rewarding to witness the dedication to excellence within the restaurant franchising community. It was fun to see friends again, as well as making new ones. I'm grateful for the connections made at #RFISummit and inspired for the future!"

– Li-Li Wu, Opus Training

"DSA had an incredible time in Kansas City for the Restaurant Franchising & Innovation Summit! We had the opportunity to connect with so many inspiring franchisees and industry leaders, hear about the latest trends and innovations shaping the future of the restaurant industry." – DSA Signage

"This was our first time and it was such a great event!"

– Julie Simbro, ACE Mystery Shopping

"It was an awesome show. I love these shows because they are FUN and INSIGHTFUL... need both."

– Zack Oates, Ovation





# why sponsor?

We believe we offer the *best experience* for industry executives! We aim to give our sponsors the quality and ROI they deserve.

Here are 5 reasons we believe you should.

- 1 Get face-to-face with executives from leading and emerging restaurant chains.
- 2 Have a greater impact at a lower overall cost (and less work!) than exhibiting at a typical tradeshow
- 3 Position your company as an industry thought leader.
- 4 Gain insights into the opportunities and challenges faced by restaurant operators.
- 5 It'll be fun! With great networking over great food in a great locale.





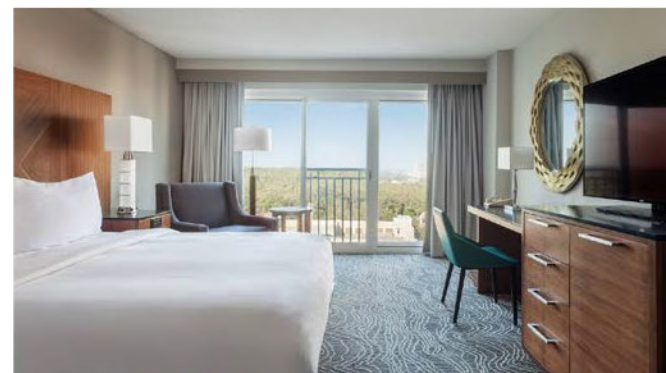
# Marriott

## INTERNATIONAL



Escape to Marriott Myrtle Beach Resort & Spa at Grande Dunes and discover oceanfront bliss at the only AAA-rated Four Diamond Myrtle Beach front hotel. When you're ready to venture out, find championship golf courses at Grande Dunes and family entertainment at Barefoot Landing and Myrtle Beach Boardwalk. Enjoy all-day dining and delicious international cuisine while taking in ocean views at our on-site restaurants and bars. Bask in the sun, play in the surf or take a dip in our indoor and outdoor pools. At Hibiscus Spa, find a full menu of wellness services and maintain your gym routine at our complimentary health club.

Ideal for family vacations, our resort showcases oceanfront hotel rooms and suites with luxury amenities and private balconies overlooking Myrtle Beach and the ocean. We look forward to welcoming you to our family resort!





# Ask us about sponsoring these events...



## FAST CASUAL EXECUTIVE SUMMIT

Each year, FastCasual.com hosts the Fast Casual Executive Summit – a live business networking and social event where Fast Casual restaurant executives meet up to exchange ideas and make new connections. Multiple sponsorship levels plus special opportunities such as room drops and strategic product placements, ensure that marketers can participate in this highly reviewed industry event at almost any budget level.



## PIZZA LEADERSHIP VIRTUAL SUMMIT

Pizza Leadership Virtual Summit is a half-day livestream event that delivers tips and tricks for overcoming many of the most pressing challenges that pizza operators of all sizes are facing today.



## #QSRNEXT

#QSRNext is a one-day virtual event designed for busy restaurant executives. This virtual event will explore what's next for QSR brands in technology, franchising, menu innovation, staffing and more.



## SELF-SERVICE INNOVATION SUMMIT

Self-Service Innovation Summit will examine advances in technology that are empowering businesses to provide products and services when, where and how consumers expect them. The event will cover self-service, kiosk and vending solutions that can be applied in a wide range of settings.



Through these media & events properties, Network World Media Group brings critical business knowledge to more than 500,000 people around the world every month.





## Secure Your Sponsorship Today!

Contact us today to learn about new sponsorship opportunities not offered before.

Sponsorship availability is limited. Reserve your spot today!

Email: [adv@networldmediagroup.com](mailto:adv@networldmediagroup.com)

Phone: 502.241.7545



POWERING FRANCHISE GROWTH THROUGH TECHNOLOGY AND LEADERSHIP